

## ABSTRACT

A short-range wireless system and method is disclosed to store and transfer a new type of multimedia data construct called a tag. A user can write text, create a voice clip and append it to the text, take a digital picture and append it to the text, to create a multimedia file as the content of a tag. The creation or modifying of the multimedia file can be done in the user's mobile wireless device or off line and then stored in the mobile device. The multimedia file is then incorporated into the tag or it can be referenced by a pointer in the tag. The multimedia file is artistic expression of the user and the tag uniquely associates the user's identity with the multimedia file by prohibiting alteration of the content after the user completes its creation. A content-originator flag (CFG) value in the tag is set to "false" during the period when the user is creating or modifying the tag's content. When the user completes editing the content of the tag, the content-originator flag (CFG) value is set to true, thereby freezing the content. The tag includes the user's ID, such as his/her international mobile subscriber identity (IMSI) or mobile station ISDN number (MSISDN). Subsequent viewers of the content can make a copy of the content and can then modify it, but they cannot authentically attribute the modified copy to the original user. The system can be implemented as a wireless personal area network (PAN) such as provided in the Bluetooth Standard or a wireless local area network (LAN) such as provided in the IEEE 802.11 Wireless LAN Standard and the HIPERLAN Standard.